



www.mydomain.com
Site Audit Report

AUDIT COMPLETED: 2/3/2023

General

Shopify Configuration

www.mydomain.com's Shopify domain is mydomain.myshopify.com.

It is on the Shopify plan. Shopify billing is Active.

Password protection is Disabled.

The timezone is set to America/New_York.

The "Powered by Shopify" statement is Active.

Shopify version Online 2.0

Store

Settings

The default currency is USD and the default weight unit is Pound (lb).

Languages enabled on the store are:

- English

Checkout

Checkout is Enabled and Guest Checkout is Enabled.

Can customers create accounts? Yes.

Are abandoned cart emails enabled? Yes.

Does the store offer store or local pickup? No.

Is the Branding section complete? No.

Fraud Orders & Disputes

No high risk fraud orders were found on the store.

No chargeback disputes were found on the store.

Extended Functionality

Is there extended functionality installed for:

- Back in stock? No.
- Backups and/or staging? No.
- Live chat widget? Yes.
- International landed cost? No.

Payment, Shipping, Locations & Taxes

The payment methods accepted are:

- Shopify Payments
- PayPal
- Amazon Pay

The shipping methods and rates active are:

- DHL Express:
- USPS: First Class Package International, Priority Mail International, Priority Mail Express International

The tax regions active are:

- Not enabled; recommend to enable in order to collect taxes

Locations (warehouses) are:

- Atlanta: Location Address Details

Store Staff Members

All of the members who have access to the store back-end are:

- Store Owner: Owner Name (owner@domain.com)
- Staff: Staff Member Name (staff@domain.com)
- Agency: Inspry Media LLC (sales@inspry.com)

Live Test Transaction

Live transaction passed! Order created.

Live order email confirmed passed! Confirmation email received.

Live order refund passed! Refund processed.

Further information:

Order #3394 via Shop Pay.

Code

Theme

Theme 7.0.1 - Updated September 29, 2022

Theme is built by the Shopify team themselves, which is great. However, reviews are 37% positive and 31% neutral. Theme is a commercial Shopify built theme with very minor customizations and is well maintained.

Apps

Apps are high quality except for the presence of two affiliate marketing plugins installed. It is recommended to stick to choose one to reduce bloat and improving loading times.

Licenses

Apps installed that require purchasing a license are:

Shopify Theme: \$100 / yr - <https://theme.com>

Shopify CRM: \$12 / month - <https://crm.com>

Shopify Pop-ups: \$5 / month - <https://pop-ups.com>

Test Form Submission

Form submission test passed! The form was submitted.

Form confirmation email test passed! The confirmation email was received.

Miscellaneous Code

Favicon present? Yes.

Custom branded 404 page? No.

Are there any JavaScript errors displayed? No.

Security

Malware Scan & Clean Up

Deep malware scan and signature check results:

Clean; no malware found!

Blacklist Check

Not found on any known blacklists!

2FA Enforcement

Is two-step authentication required on the store? Yes (Note that this is only for Shopify Plus stores).

Legal

Policies

Are all of the legal policies in place?

- Terms policy? Yes.
- Privacy policy? Yes.
- Refund policy? Yes.
- Is there a cookie banner or CCPA functionality? Yes.

Accessibility

Store failed several Section 508 and WCAG 2.1 guidelines. More details:

25 Critical Errors

Marketing

Marketing Functionality

Are these features enabled and showing on the store?

- Is there at least one active marketing campaign? Yes.
- Is there at least one active discount? Yes.
- Is there at least one gift card product? Yes.
- Is there a CRM or Newsletter integration installed? Yes; Shopify Email.
- Is there a pop-up app installed? No.
- Are customers able to submit product reviews? Yes.
- Are there any Buy Now Pay Later methods active? Yes.
- Is there a call-to-action shown on every page? No.

Pages

- Blog page? No.
- Contact page? Yes.
- About page? No.
- FAQ page? No.

SEO

Core Web Vitals

Onload Time	now 2.50 sec	recommended < 3 sec
Largest Contentful Paint	now 0.54 sec	recommended < 1 sec
Total Blocking Time	now 252 ms	recommended 0 ms
Cumulative Layout Shift	now 0.07	recommended < 0.1

GTMetrix Link

<https://gtmetrix.com/reports/www.mydomain.com>

Meta Information

JSON + LD Schema: Yes.

Homepage Redirects: No unnecessary redirects.

Homepage Meta Title: Yes 37 Characters: Outside of the recommended range.

Homepage Meta Description: Yes. 170 Characters: Outside of the recommended range

Headings

Homepage H1: Yes. 240 Characters: Outside of the recommended range

Homepage H2: Yes.

Homepage H2: Yes.

Product page H1: Yes.

Product page H2: Yes.

Product page H3: Yes.

OpenGraph

Homepage OpenGraph Title: Yes.

Homepage OpenGraph Page URL: Yes.

Homepage OpenGraph Image URL: Yes.

Product page OpenGraph Type: Yes.

Product page OpenGraph Title: Yes.

Product page OpenGraph Page URL: Yes.

Product page OpenGraph Image URL: Yes.

Product page OpenGraph Currency: Yes.

Product page OpenGraph Price: Yes.

Google Search Console

Sitemap Submitted to Google Search Console? No.

Is Google Search Console showing any crawl errors?

Crawl errors found. More details:

1 Crawl Error

Is Google Search Console showing any mobile issues?

Mobile issues found. More details:

1 Mobile Usability Error

Indexable

Yes.

Google Mobile Test

Pass.

Canonical Primary Domain Check

www is redirecting to non-www URLs.

Google Analytics Status

Google Analytics found on the store.

Google Tag Manager

Google Tag Manager not found on the store.

Broken Links

4 Broken Links Found.

Homepage Missing Alt Tags

15 missing alt tags found on home page.

Google Shopping Feed

Found.

Extended SEO Functionality

Yes. SEO Compression App Active

Extended Speed Optimization Functionality

Yes. Hyperspeed Speed App Active

Other Notes

- A blog page and one blog post has been created, but it is not linked in the menu.
- Not enough data in Google Page Speed Insights, showing GTMetrix Core Web Vitals instead.
- Need access to Google Search Console.
- Google Universal Analytics code is preset, but not Google Analytics 4
- Waiting for test transaction refund to be processed.

Thanks for working with us!

Project Deliverables

- Implementation of all recommended and optional website audit modifications on production store

Fee & Timeline Summary

- 8 hours @ \$120/hour

Why Choose Inspry?

Sample WordPress Client needs to establish its online presence via a professional website. Choosing the right web development and design services can make the difference between a mundane, forgettable experience for your visitors and one that engages them and distinguishes you from your competitors.